



**MARKETING**  
**Sample North Dakota Career Cluster Plan of Study**  
[www.nd.gov/cte](http://www.nd.gov/cte) • [www.careerclusters.org](http://www.careerclusters.org)

Name \_\_\_\_\_  
 School \_\_\_\_\_  
 Date \_\_\_\_\_



SAMPLE OCCUPATIONS RELATING TO THIS CAREER CLUSTER	
Pathway	Occupations
MARKETING MANAGEMENT	Chief Executive Officer • Entrepreneur • Marketing Director • Marketing Specialist • Marketing Manager • Product/Brand Manager
MARKETING COMMUNICATIONS	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Communications Manager • Public Relations Specialist
MARKETING RESEARCH	Data Collection Specialist • Market Analyst • Market Research Manager • Product Analyst • Research Analyst • Research Specialist
MERCHANDISING	Buyer • Coordinator • Inventory Controller • Merchandising Manager • Merchandiser • Retail Marketing Coordinator • Sales Associate • Store Manager
PROFESSIONAL SELLING	Account Executive • Broker • Manufacturer's Representative • Sales Agent • Sales Executive • Sales Management • Sales Representative

SUGGESTED COURSE OF HIGH SCHOOL STUDY						
It is suggested that students consider appropriate dual credit, articulation, or advanced placement opportunities for postsecondary credit.						
English (four units required to graduate)	Math (two units required to graduate)	Science (two units required to graduate)	Social Studies (three units required to graduate)	Physical Education (one unit required to graduate)	North Dakota Career & Technical Education and Other Electives (one unit of foreign or Native American language, fine arts, or career and technical education required to graduate)	Additional Suggested Learning Opportunities
<input type="checkbox"/> English I <input type="checkbox"/> English II <input type="checkbox"/> English III <input type="checkbox"/> English IV <input type="checkbox"/> Composition <input type="checkbox"/> Speech	<input type="checkbox"/> Algebra I <input type="checkbox"/> Geometry <input type="checkbox"/> Algebra II <input type="checkbox"/> Statistics	<input type="checkbox"/> Physical Science <input type="checkbox"/> Biology <input type="checkbox"/> Chemistry <i>or</i> <input type="checkbox"/> Physics	<input type="checkbox"/> ND Studies <i>or</i> <input type="checkbox"/> Civics <input type="checkbox"/> World History <input type="checkbox"/> US History <input type="checkbox"/> Geography <input type="checkbox"/> Economics <input type="checkbox"/> Government <input type="checkbox"/> International Relations	<input type="checkbox"/> Physical Education <input type="checkbox"/> Health	<input type="checkbox"/> Intro to Marketing and Business <input type="checkbox"/> Business Essentials <input type="checkbox"/> Intro to Entrepreneurship <input type="checkbox"/> Intro to Sports Marketing <input type="checkbox"/> Marketing I and II <input type="checkbox"/> Marketing III and IV <input type="checkbox"/> Entrepreneurship <input type="checkbox"/> Sports and Entertainment Marketing <input type="checkbox"/> International Marketing <input type="checkbox"/> Business Communication <input type="checkbox"/> Business Math <input type="checkbox"/> School Based Enterprise <input type="checkbox"/> Cooperative Work Experience	<b>School-Based:</b> <input type="checkbox"/> DECA <input type="checkbox"/> FBLA <input type="checkbox"/> Career Research <input type="checkbox"/> Internship <input type="checkbox"/> Job Shadowing <input type="checkbox"/> Service Learning Project <b>Community-Based:</b> <input type="checkbox"/> Leadership Conference <input type="checkbox"/> Volunteer <input type="checkbox"/> Part-time Employment

SAMPLE NORTH DAKOTA POSTSECONDARY PROGRAMS RELATED TO THIS CAREER CLUSTER			
Pathway	Associate Degree or Less	Bachelors Degree	Masters Degree or More
MARKETING MANAGEMENT	<input type="checkbox"/> Advertising <input type="checkbox"/> Marketing Management <input type="checkbox"/> Business Management	<input type="checkbox"/> Advertising <input type="checkbox"/> Marketing <input type="checkbox"/> Management	<input type="checkbox"/> Business Management <input type="checkbox"/> Marketing Management <input type="checkbox"/> Marketing <input type="checkbox"/> Management <input type="checkbox"/> Business Administration
MARKETING COMMUNICATIONS	<input type="checkbox"/> Business Communications <input type="checkbox"/> Marketing Management <input type="checkbox"/> Advertising and Marketing	<input type="checkbox"/> Communications <input type="checkbox"/> Marketing <input type="checkbox"/> Advertising	<input type="checkbox"/> Communications <input type="checkbox"/> Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Business Administration
MARKETING RESEARCH	<input type="checkbox"/> Marketing <input type="checkbox"/> Marketing Management	<input type="checkbox"/> Marketing <input type="checkbox"/> Business Management	<input type="checkbox"/> Marketing <input type="checkbox"/> Marketing Research <input type="checkbox"/> Marketing Statistics
MERCHANDISING	<input type="checkbox"/> Floral Design <input type="checkbox"/> Fashion Merchandising <input type="checkbox"/> Marketing Management	<input type="checkbox"/> Merchandising <input type="checkbox"/> Interior Design <input type="checkbox"/> Apparel and Textiles	<input type="checkbox"/> Merchandising <input type="checkbox"/> Fashion
PROFESSIONAL SELLING	<input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales and Marketing	<input type="checkbox"/> Marketing <input type="checkbox"/> Business Management	<input type="checkbox"/> Marketing Management